

ORDER

KSNV

Orders
Order / Rev: 104412
Alt Order #: 06832077
Product Desc: HELLER FOR SENATE
Estimate:
Flight Dates: 09/05/12 - 09/11/12
Original Date / Rev: 07/18/12 / 07/18/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Strategic Media Services, Inc.
Buying Contact:
Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heller, Dean for U.S. Senate
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/11/12	72	\$39,875.00	\$33,893.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	72	\$39,875.00	\$33,893.75	0.00
Totals	72	\$39,875.00	\$33,893.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$39,875.00
Market	100%	\$137,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$35,750.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$24,750.00
KTUD	1%	\$1,375.00
KVVU	24%	\$33,000.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/WagM		5-6a	--WTF--	:30	3	\$185.002		0.00	NM	3	\$555.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		3				\$185.00		0.00			

Order / Rev: 104412
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Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$185.002		0.00	NM	3	\$555.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					3	\$185.00		0.00			
E 2	KSNV	09/10/12	09/11/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	2	\$185.002		0.00	NM	2	\$370.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$185.00		0.00			
E 3	KSNV	09/10/12	09/11/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$450.00		0.00			
E 4	KSNV	09/05/12	09/07/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					3	\$450.00		0.00			
E 5	KSNV	09/05/12	09/07/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	3	\$550.002		0.00	NM	3	\$1,650.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					3	\$550.00		0.00			
E 6	KSNV	09/10/12	09/11/12	Today Show Today Show	CM	658a-9am	MT-----	:30	2	\$550.002		0.00	NM	2	\$1,100.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$550.00		0.00			
E 7	KSNV	09/11/12	09/11/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-T-----	:30	1	\$200.002		0.00	NM	1	\$200.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----					1	\$200.00		0.00			
E 8	KSNV	09/05/12	09/07/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	--W-F--	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W-F--					2	\$200.00		0.00			
E 9	KSNV	09/05/12	09/07/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					3	\$200.00		0.00			
E 10	KSNV	09/10/12	09/11/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$200.00		0.00			
E 11	KSNV	09/10/12	09/11/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$275.00		0.00			
E 12	KSNV	09/05/12	09/07/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					3	\$275.00		0.00			
E 13	KSNV	09/05/12	09/07/12		CM	3-4p	--WTF--	:30	3	\$300.002		0.00	NM	3	\$900.00

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 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Dr. Phil															
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					3	\$300.00		0.00			
E 14	KSNV	09/10/12	09/11/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$300.00	2	0.00	NM	2	\$600.00
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$300.00		0.00			
E 15	KSNV	09/10/12	09/11/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	2	\$350.00	2	0.00	NM	2	\$700.00
4PM NEWS (1 hour) (4:00 PM-4:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$350.00		0.00			
E 16	KSNV	09/05/12	09/07/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--WTF--	:30	3	\$350.00	2	0.00	NM	3	\$1,050.00
4PM NEWS (1 hour) (4:00 PM-4:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					3	\$350.00		0.00			
E 17	KSNV	09/05/12	09/07/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	---TF--	:30	3	\$450.00	2	0.00	NM	2	\$900.00
4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$450.00		0.00			
E 18	KSNV	09/10/12	09/11/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$450.00		0.00			
E 19	KSNV	09/10/12	09/11/12	M-F Early News	CM	5-630p	MT-----	:30	4	\$725.00	2	0.00	NM	4	\$2,900.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					4	\$725.00		0.00			
E 20	KSNV	09/05/12	09/07/12	M-F Early News	CM	5-630p	---TF--	:30	6	\$725.00	2	0.00	NM	4	\$2,900.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					4	\$725.00		0.00			
E 21	KSNV	09/10/12	09/11/12	M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
M-F Jeopardy															
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$725.00		0.00			
E 22	KSNV	09/05/12	09/07/12	M-F Jeopardy	CM	630-7pm	---TF--	:30	3	\$725.00	2	0.00	NM	2	\$1,450.00
M-F Jeopardy															
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$725.00		0.00			
E 23	KSNV	09/05/12	09/07/12	M-F Wheel	CM	7-730pm	---TF--	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$725.00		0.00			
E 24	KSNV	09/10/12	09/11/12	M-F Wheel	CM	7-730pm	MT-----	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$725.00		0.00			
E 25	KSNV	09/10/12	09/11/12		CM	730-758pm	MT-----	:30	2	\$400.00	2	0.00	NM	2	\$800.00

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Face to Face w/ Ralston											
				Face to Face w/ J.Ralston											
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	MT-----	2		\$400.00		0.00						
E 26	KSNV	09/05/12	09/07/12	Face to Face w/ Ralston	CM	730-758pm	----TF--	:30	3	\$400.002		0.00	NM	2	\$800.00
				Face to Face w/ J.Ralston											
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	----TF--	2		\$400.00		0.00						
E 27	KSNV	09/06/12	09/06/12	M-F News 3 at Eleven	CM	11pm-1135pm	----T---	:30	1	\$750.002		0.00	NM	1	\$750.00
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	---T---	1		\$750.00		0.00						
E 28	KSNV	09/10/12	09/10/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$750.002		0.00	NM	1	\$750.00
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	M-----	1		\$750.00		0.00						
E 29	KSNV	09/08/12	09/09/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002		0.00	NM	2	\$1,500.00
				Sa-Su News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-----SS	2		\$750.00		0.00						
E 30	KSNV	09/08/12	09/08/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$200.002		0.00	NM	1	\$200.00
				News 3 Sunrise SATURDAY											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-----S-	1		\$200.00		0.00						
E 31	KSNV	09/08/12	09/08/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$350.002		0.00	NM	2	\$700.00
				Sa-Su Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-----S-	2		\$350.00		0.00						
E 32	KSNV	09/09/12	09/09/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.001		0.00	NM	1	\$625.00
				Sunday Today											
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-----S	1		\$625.00		0.00						
E 33	KSNV	09/09/12	09/09/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.002		0.00	NM	1	\$8,000.00
				NFL Football											
SNFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-----S	1		\$8,000.00		0.00						
E 34	KSNV	09/09/12	09/09/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.002		0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-----S	1		\$200.00		0.00						
													Totals	72	\$39,875.00